

2016

## Novak Djokovic Foundation Donors Report



We believe in every **child.**



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## Letter from Novak Djokovic, the Co-Founder of the Novak Djokovic Foundation

**“When I began my philanthropic journey and founded the Novak Fund in 2007, I knew I wanted children to be a major part of the organization’s purpose.**

I was 20 at the time and still close enough to my youth to remember well the dreams I had as a child, and how important the support network I was lucky enough to have was to realization of those dreams. By 2012, the purpose for my organization had crystallized into one important goal: **to make sure that preschool aged children everywhere,** but particularly in Serbia - a country so very much a part of who I am today - **be given those same opportunities.** With that mission at its heart, The Novak Djokovic Foundation came to be.

Nine years on from 2007, I realize now that my greatest accomplishments of all are those that took place off the court: the marriage to my wife, Jelena, and the birth of our son, Stefan.


Already, at almost two, I see a vast and wonderful learning potential in my son and know that these years are crucial to his development, his future, and the dreams that are slowly beginning to form in his heart. I want him to be given every chance possible to succeed in life. I also know that parents everywhere feel precisely the same way about their children, and as such it is ever more important to me to see preschools and kindergartens filled with eager young hearts and minds, ready to develop into the champions they were born to be.

The Foundation’s mission is more real to me, more relevant than ever before. Which is why, in December of 2015, Jelena and I decided to donate \$3,000,000 USD to the foundation to set up an endowment fund and to cover all administrative costs, **so that every dollar you donate will directly benefit a child’s life.**

**Thank you for joining us as we endeavor to ensure that every child, everywhere, receives the best possible start in life. We believe that they’re capable of extraordinary things, these young people who have so much potential, and we aim to give them the tools they need to achieve them, both on and off the court.”**

**Novak Djokovic, Co-Founder**





## Statement from the National Director & Co-Founder, Jelena Djokovic

### “I want to talk about love.

As the National Director for the Novak Djokovic Foundation, I am in a unique position to witness, every day, the power that love has to transform something bleak or forgotten into something beautiful and meaningful beyond reason. I see, in real and profound ways, **what your donations do for the kids we seek to serve as we strive to give every child access to a quality preschool education.** I see the love in my colleagues’ eyes, their passion for what they believe in, as we work together to fulfill the promise that by the year 2030, if you’re a preschool aged child in Serbia, you will have a school to attend.

I see the enormous, inestimable ways that the parents of children in economically disadvantaged communities love their little ones, and yearn for them to receive better opportunities than they themselves had as children. I see the love that children have for their schools; the delight with which they stream through their classroom doors to learn from their teachers and friends. I hear their laughter in the play yard, I watch them as they play games and learn to navigate their differences with the ease and acceptance that comes so naturally to children.

**If we can reach children when they’re three or four years old, when their brains and characters are developing at exponential speeds, if we can show them, as soon as possible, that society has a place for them, that their dreams and abilities are welcomed and needed, that they’re smart, and capable, and kind, that kindness is always better than violence, then just imagine what this world could look like in twenty, thirty years. When my children and your children inherit the communities we’ve built. I believe in that future. That magnificent, wonderful possibility. Thank you, for believing in it with me.**

As we move forward and continue our work to help new generations to embrace and nurture their dreams for themselves and their dreams for the world, it’s all going to be done with love. I hope that more than anything, that’s what you see as you read through this report- that we love what we do, and how powerful that love can be. What it’s capable of. Because in the end, that’s the best part of life, the very best part of all. Love.”

**Jelena Djokovic, National Director & Co-Founder**



## Statement from the Global CEO, Alberto Lidji



### Dear Friends,

I am delighted to introduce the inaugural Donors Report of the Novak Djokovic Foundation. It is our sincere wish to provide you with as much transparency as possible, shedding light on the nature of our charitable work and the impact we deliver to disadvantaged children and their families.

As the father of two very young daughters, I live “early childhood” every single day. I see the value my wife and I provide our children whenever we read a book to them, hold them tight in our arms and ensure they have a stimulating and nurturing environment at all times. These things may be second nature to many of us but they are too often absent from the lives of those most disadvantaged children in society; the people who need us the most.

I am humbled and heartened that our growing Foundation has already helped over 10,000 children in Serbia through the establishment of preschools, the provision of teacher training to more than 600 professionals and through the support we provided to the Family Outreach Worker Program -- a highly successful initiative in conjunction with UNICEF that drastically reduced the number of children being placed into state institutions.

**We are a small organisation with a family ethos and a big heart, and we recognize that in order to succeed and thrive in the long-term, we need to establish an endowment and nurture a strong network of supporters and like-minded organisations with an appetite for collaboration. This is a team effort in more ways than one.**

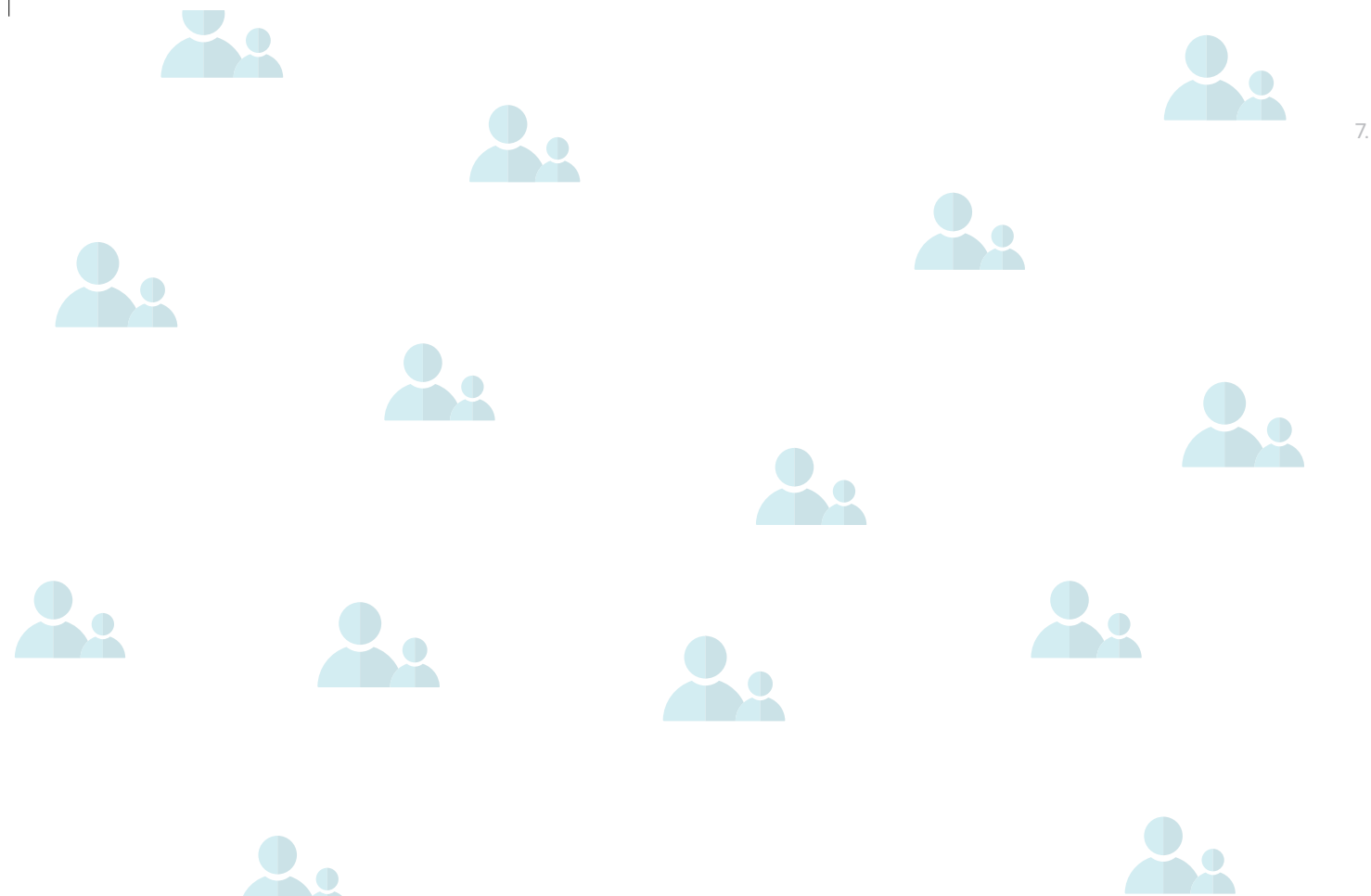
Over the past year, our impact has extended beyond Serbia and, in the process, we have nurtured existing relationships and developed new ones. In August 2015, Novak’s relationship with UNICEF was elevated to a new level as he transitioned from Serbia country ambassador to international UNICEF Goodwill Ambassador. At the same time, the Foundation signed an MOU with the World Bank that underscores our joint commitment to early childhood development in Serbia and internationally.

Our project work on the front lines is complemented by advocacy work reaching the general public and policymakers alike. In 2016, during the World Bank’s Spring Meetings, Novak Djokovic delivered a message to the world’s finance ministers encouraging them to invest in early childhood development, and he has also called for action in his capacity as UNICEF Goodwill Ambassador. We are in a unique position to shape public opinion and influence policy priorities, while directly transforming lives of children through carefully planned and executed project work on the ground.

The opportunities that lie ahead are vast and we know we can make a significant and lasting difference. We hope to have you by our side as we build on our success and strive to improve the lives of those children who need us most. Thank you for your support!

**Alberto Lidji, Global CEO**





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# Who Are We?

**At the Novak Djokovic Foundation, our vision is of a world where all children have equal chances in life, and the ability to receive a quality education at an early age. We want to empower children with the resources they need to grow into caring and productive citizens of the world.**

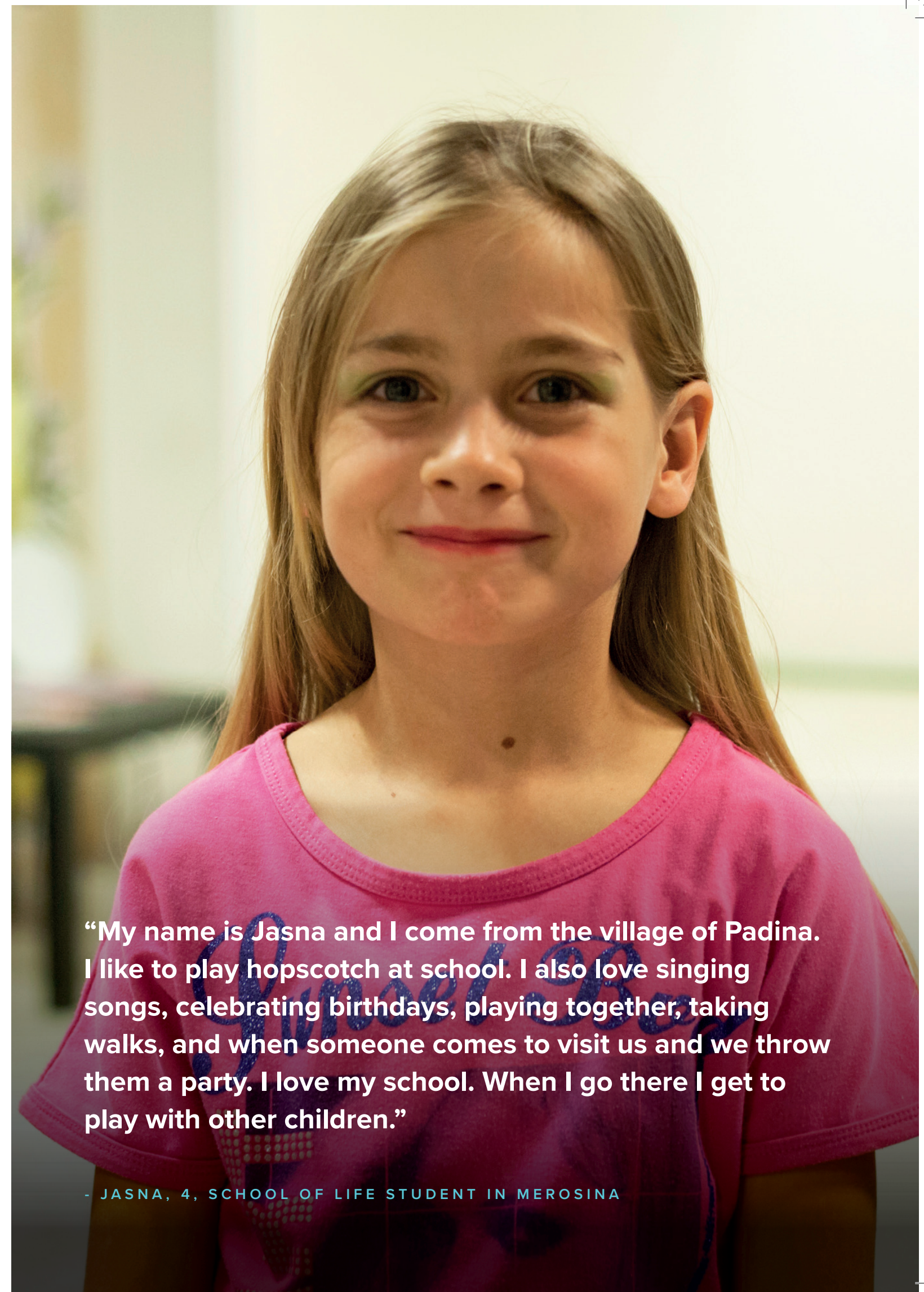
With registered offices in Serbia, the United Kingdom, the United States, and Italy, we aim to transform lives in positive and tangible ways.

Working closely with communities, we build or refurbish schools, known as our Schools of Life, and train the high quality teachers who will run them. We are passionate about early childhood development, and actively work with personnel in the field to guarantee that the teachers and school administrators who children engage with are equipped with the knowledge and resources they need to

develop and encourage young minds in the most effective and nurturing ways possible.

Early Childhood Education is our primary platform, and it's one we live and breathe and work hard to implement each day. We are passionate about families and communities, and so we also develop programs that aim to strengthen family units, reach young people as they prepare to become students and entrepreneurs, teach children to understand and regulate their emotions, and help communities in need after natural disasters, like the massive flood that Serbia experienced in 2014.

Our hearts are for people. For children. For parents and grandparents. For teachers. For you. Read on to find out more about the programs you have helped to become a reality, and the lives you have helped to transform.



**“My name is Jasna and I come from the village of Padina. I like to play hopscotch at school. I also love singing songs, celebrating birthdays, playing together, taking walks, and when someone comes to visit us and we throw them a party. I love my school. When I go there I get to play with other children.”**

- JASNA, 4, SCHOOL OF LIFE STUDENT IN MEROSINA





## PROGRAMS

# Schools of Life

Building and refurbishing schools.  
Bringing communities together.

## 90,000

Each year 90,000 children throughout Serbia are left behind.

There are currently 180,000 children in Serbia who are between the ages of 3 and 5. In 2014, UNICEF research showed that only 50% of these children are enrolled in a preschool program; in rural areas, this percentage drops down to 22%. This is difficult to accept but not impossible to understand; there are still 2,500 locations in Serbia without any preschool facilities at all.

Because of this unacceptable truth, that each year, 90,000 children throughout Serbia are left behind, the NDF launched the Schools of Life program.

**Our Schools of Life are precious to us; they're the spine of our foundation, the axis we revolve around and the epitome of our very reason for being. With their existence, our mission is realized in brick and mortar and plaster and stone.**

**We believe in a quality, early education for every child.** And the only way to make that happen is to build or refurbish schools and equip them with necessary supplies and high-quality professionals. Schools that will develop characters, nurture dreams, and hone

## 1000

We have built 8 Schools of Life and have met the needs of over 1000 children.

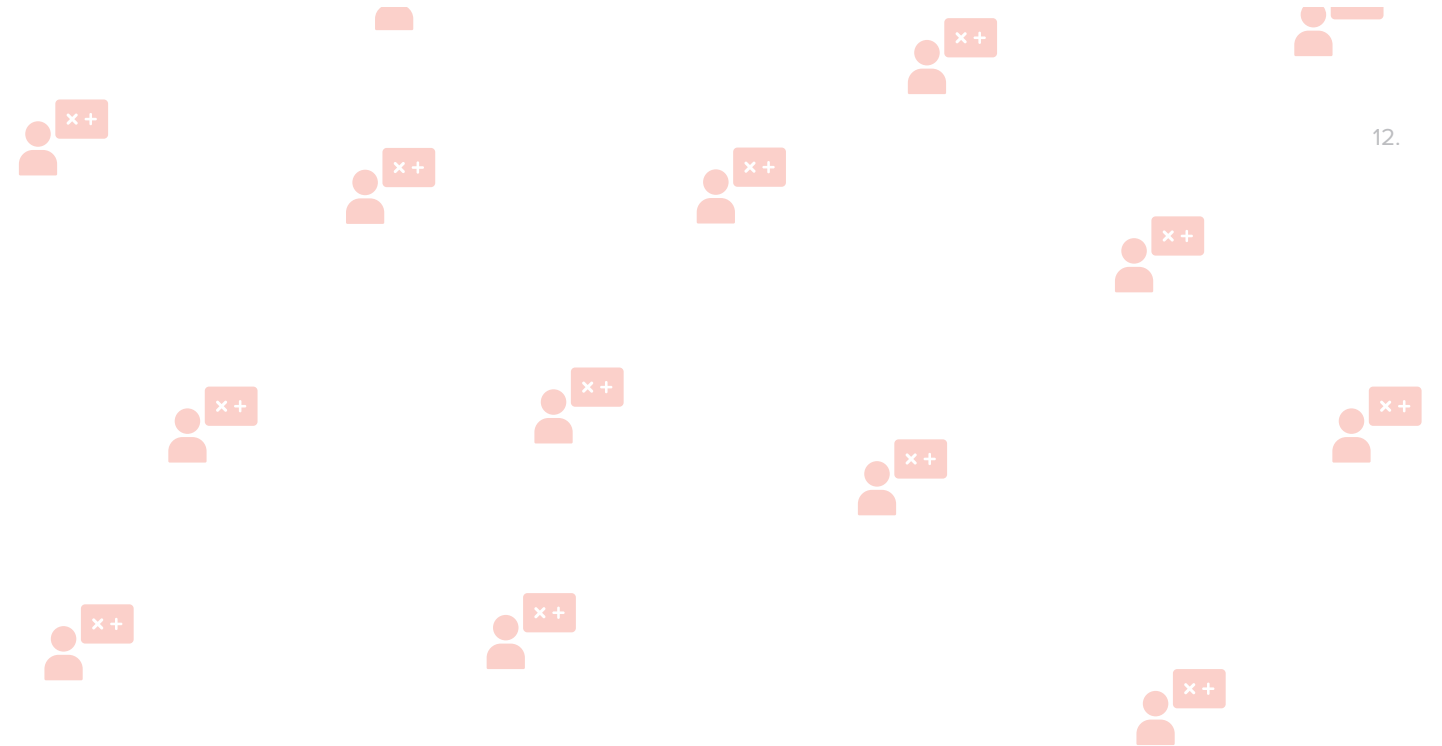
curiosities. We call them our Schools of Life because that's precisely what they are: they are schools that change lives, and they are truly so full of life; bursting with laughter and joy and struggle and success.

We work closely with local officials and with the teachers and administrative staff at each facility to guarantee that these schools are going to be well-run, well-staffed, and well-attended, and that they will be completely self-sustaining. Our schools, once built, are a permanent part of the community they stand in.

We've built 8 Schools of Life, and have met the needs of over 1,000 children; but this figure of course multiplies as the years pass. Soon, it will be tens of thousands of children who are able to receive a quality education where otherwise, they wouldn't have. We're continuing to open as many Schools of Life as we can, and in 2016 we have allocated the funds for an additional EIGHT to be built in the coming months.

Thank you for your support as we continue to open schools and changes lives for the better in real and powerful ways: one preschooler at a time. You matter to us, and to them.





## PROGRAMS

# Teacher Training

**Giving teachers the opportunity to grow in their field and develop their skills in the classroom through high-quality training.**

When we invest in the refurbishment or construction of a school, we know it is equally important to invest in the teachers who will run them. Our schools are a permanent promise to a community that their children will always have a place to learn and play, so the NDF continues to work with teachers, holding seminars that aim to educate and empower them. We connect staff to prominent leaders in the field of education and give them high-quality academic literature geared towards enhancing their teaching methods as well as advancing their own careers as educators.

So far, 17 Schools of Life Seminars have helped 209 teachers grow, connect, thrive, and engage. And that means that 209 classrooms are benefiting from an empowered and informed leader who is passionate about what they do. It's a win-win-win.



**17 Schools of Life have helped 209 teachers grow, and that means 209 classrooms are benefiting from better teachers.**

\*  = 10 Teachers    \*  = 10 Teachers





14.



## PROGRAMS



# Family Outreach Worker



**Keeping children out of institutionalized care and strengthening families.**

## 42%

Between 2000 and 2013, the total number of children placed in care in Serbia rose by 42%.



More than half of the families who were initiated into the program completed it.

**Children bloom best where they've been planted, and that's in the home they've known since birth. With their families.**

Unfortunately, in Serbia, like in so many countries all over the world, too many children are currently in institutionalized care. And indeed, between 2000 and 2013, the total number of children placed in care in Serbia rose by 42%. Which is why, in 2013, the Novak Djokovic Foundation supplied the initial funds to launch what is now known as The Family Outreach Worker service, the result of a collaboration between UNICEF and the Serbian Ministry of Labor, Employment, Veteran and Service Affairs, with the specific goal of helping families stay together.

**The strength of this service lies in its people** - in the Family Outreach Workers themselves, and the bonds they form with the families assigned to them. These individuals come from social work backgrounds and are committed to improving, where they can, the lives

of families who have fallen short in ways that might eventually lead to their children being removed from their homes and placed in institutionalized care. By working closely with local authorities, the Outreach Worker is often able to identify these families and their specific needs before the situation reaches a crisis point that would make a separation necessary.

**And the results have been encouraging;** since the first ten-month pilot period, which began in July 2014, 325 families have benefited from the program. 545 adults and 791 children. 1,336 lives.

Lives that belong to real people, like this mother, who, when asked what she would tell another mother who feared losing her children to institutionalized care replied, "I would tell her that there's someone called a family support worker, to listen to her and to remember what she tells you. She helped me too. She brought me up to my feet."





## PROGRAMS

# MindUP

**Giving children the tools they need to acknowledge and regulate their emotions.**

What if we could teach ourselves, beginning as children, how to handle tough circumstances with grace? Can you imagine how the world might change? Might improve?

MindUP is a program that aims to do just that: to help children acknowledge and validate their emotions and in doing so, enable them to choose appropriate, healthy behaviors over unhealthy actions.

MindUP is a series of interactive classes and workshops that have been carefully designed by a team of teachers, psychologists and neurologists that work alongside a regular school curriculum. The program has been proven to reduce instances of bullying and violence in schools, and children enrolled in MindUP consistently show an improved awareness of their emotions, less stress, and a more optimistic outlook on life.

In partnership with The Hawn Foundation, and in cooperation with the Serbian Ministry of Education, the NDF decided to introduce the MindUP program to schools throughout Serbia. And the results have been rather wonderful.

**“I’ve learned to overcome my fear and anxiety and use my brain to think in more positive and productive ways.”**

*Andrej P., age 5*

**“My new best friend is my brain.”**

*Sara P., age 5*

**“My child feels more relaxed, he is better able to concentrate and gets along better with other students since the MindUP workshops started.”**

*Vesna Petrovic, parent of a MindUP student*

In 2016 and beyond we are going to introduce MindUP to even more schools throughout Serbia. We want as many children as possible, all of them, everywhere, to confidently and compassionately navigate their way through life’s ups and downs. Sometimes, real change starts with simply taking a deep breath and listening to the whisper rather than the roar. Listen.





18.



## PROGRAMS

# Original Magazine

Inspirational literature for young adults and their entrepreneurial spirit

## 24,000

The initial circulation of *Original Magazine* is 24,000 units each month.

We at the NDF, are great believers in the concept of 'lifelong learning'. Our work focuses on the development of each unique individual, and a part of that process is imbuing each person with the core belief that the key to a happy, fulfilled life is learning to live in peace and harmony with oneself and with others. With these ideals in mind, and with great excitement, on September 25 we launched Original Magazine.

Due to economic crisis, a lack of jobs and opportunities, and a number of so-called 'role models' in Serbian society who promote questionable values in public, young people in Serbia today lead quite challenging lives. We want to reach out and speak to those lives, and give them hope.

Starting your day with upbeat news and inspiring life stories can make a difference. Original is a breath of fresh air, a healthy dose of positivity, creativity, and love.

Our mission of improving mindsets has been recognized by modern influential leaders such as Anna

## 5 Countries

Distribution is in Serbia, Montenegro, Croatia, Bosnia and Herzegovina and Slovenia.

Wintour, John Galliano, Boris Becker, Richard Branson, Karlie Kloss, President of World Bank Dr Jim Yong Kim, Arianna Huffington, and more. They have all shared their life stories with us – their successes and failures, and the ways they learned gratitude, appreciation, and compassion. Each story has helped illustrate that the formula for success is more complex and dynamic - and more beautiful- than the standard equation of fame and wealth.

Realizing the fact that we have an opportunity to speak to a global audience and influence thousands of young people, to help them become the best versions of themselves, we have successfully launched a special edition of Original in English, which will be published bi-annually.

The team behind Original is deeply convinced that everyone can create their own opportunities with the right mindset and attitude, and that each individual is their own best chance at living a successful life, full of love and harmony. We are only here to give others the tools they need to be the best they can be.





## PROGRAMS

# Flood Relief

Repairing damaged schools and lending a hand to vulnerable communities in their time of need.

## €1.6bn

The UN estimated €1.6 billion euros worth of damage caused by the storm.

In May of 2014, Serbia was hit by a massive storm that, over the course of six days, lay waste to large areas of Central and Southeastern Europe, of which Serbia and Bosnia and Herzegovina suffered the greatest. The worst rainfall in two lifetimes, and the devastation was complete. The EU, World Bank, and UN officials estimated the damage at €1.5bn. And while the hardship is complete, and affected those on both ends of the social spectrum and everyone in between, a catastrophe of this magnitude is always hardest on those who were already vulnerable, who couldn't afford a new pair of shoes much less a new home.

The NDF responded immediately to the crisis. Over the course of three months following the flooding, and thanks to your contributions, we raised over \$1.5m. We used these funds to reopen schools. In some cases, we rebuilt them completely, and where we could, we refurbished existing structures and brought them back

## 1000+

Over 1000 children were able to access disease preventative resources in Croatia.

up to code. It was imperative to us that classroom doors reopen. That the children who entered them could claim some semblance of normalcy back in their lives. That their young minds and hearts could still flourish, still thrive alongside their peers and with the help of their teachers.

Because of the funds raised, because people like you answered the question what are we going to do? With the answer we'll help you find a way through this, over 2,000 children were able to return to school in Serbia and Bosnia and Herzegovina, and over 1,000 children were able to access disease preventative resources in Croatia.

Think of those lives, those thousands of lives, who now know, beyond doubt, that even when something is lost, it can be rebuilt. That as a collective, we are capable of so much good.





## PROGRAMS

# Friendship Games

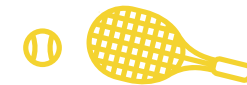
A specially designed retreat for marginalized children.

## 3

We've held three friendship games and are currently planning o fourth.

In 2013, we began to think about new ways we might engage children from disadvantaged communities and transform their lives in positive ways. We kept coming back to the idea of a children's camp; what better way to give these kids a life-changing experience than a retreat designed specifically for them? With this in mind, the idea for The Friendship Games was born.

The Friendship Games is an annual retreat for underrepresented children who will benefit from the experience in ways that will span the course of their lives. We select a new location each year and spend several days playing games, learning new and valuable skills, enjoying outdoor activities, taking excursions to see local sites, and forging new friendships.



The children play games, learn new skills, enjoy the outdoors and visit local sites.

The Friendship Games represents everything the NDF believes in: positive change, integrity, growth, and health.

So far, we've held three Friendship Games, and are currently planning our fourth, to be held in 2016. With special thanks to the Princess Charlene of Monaco Foundation, Cajetina Municipality, Aleksandar MN, Lavirint, Nutribullet, Eucerin, and so many others for their help and support, we are continuing to give children the types of experiences that will remain in their memories forever: laughter at sunset. The thrill of a goal. Jumping into cool water on a hot day. Looking up at a wide expanse of starry, night sky.

Close your eyes. Can you just see it?



# Our Future Direction

**“I believe that we can create a society where young people are not a problem to be addressed but an opportunity to be invested in.”**

*Jelena Djokovic, National Director & Co-Founder of the Novak Djokovic Foundation*

**Young people are our future:** children; toddlers; newborns. **Investing in them is investing in the reality of our future.** Every breath every person will take in twenty, fifty years, is dependent on the lives being born into the world today. Every person on this planet will benefit if we are preparing each successive generation to shine. To think critically and dynamically. To be successively better than the generation that they proceed.

**We know that early education can no longer be an opportunity reserved only for the privileged.** We at the NDF believe that early quality schooling is a basic human right that ought to be available to all, and one that, when achieved, will transform the world as we know it. It's no longer enough to say, “one day.” If “early environments play a powerful role in shaping adult outcomes,” (James Heckman, Nobel Laureate in Economics) then we have no choice but to reach these kids now.

And we're starting. We're holding out our hands to the new lives who we will one day hand over the baton of

global leadership to, and we're promising them, “We're going to prepare you for greatness. It's waiting for you. Let's start: today.”

In 2016 we're founding EIGHT new Schools of Life. We're building EIGHT new playgrounds. We're refurbishing FIVE schools that were damaged by the massive flooding in 2014. We're donating new furniture and repairing the windows and doors in FIVE preschool facilities. We're distributing a magazine, *Original*, a publication designed to unite and encourage young people in positive, powerful ways.

We are planning our 2016 Friendship Games, a special and unique time and place for children to learn and play in a safe, extraordinary environment, an experience which will change their lives in profound and real ways.

Thanks to your help, your vision, and your conviction that an early, quality education is mandatory for every child, together, we're changing the world. One classroom at a time.

## 8

In 2016 we're founding eight new Schools of Life.

## 5

We're refurbishing five schools that were damaged by the massive flooding in 2014.

## 8

We're building eight new playgrounds for the children.

## 5

We're donating new furniture and repairing the windows and doors in five preschool facilities.

## 2016

2016 will see the return of the friendship games.







FINANCIALS

# Our Financials

## We put our money where our heart is.

At the NDF, our hearts beat for children everywhere. For the dreams they hold in their hearts. For the dreams they've yet to even dream.

We believe that a child's potential is infinite. And we aim to give them the resources they need to discover just how far their dreams can reach.

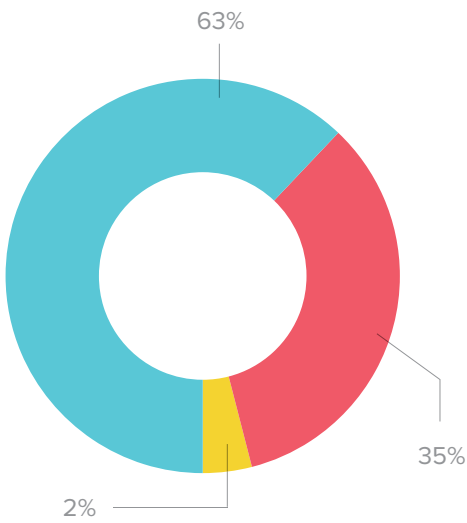
That's why every dollar, EURO, pound, and cent we

receive goes towards the betterment of these kids' lives.

Because they're our hearts. They're the pulse of the future. Their footsteps pounding through open classroom doors is the rhythm of our purpose.

### Can you hear it?

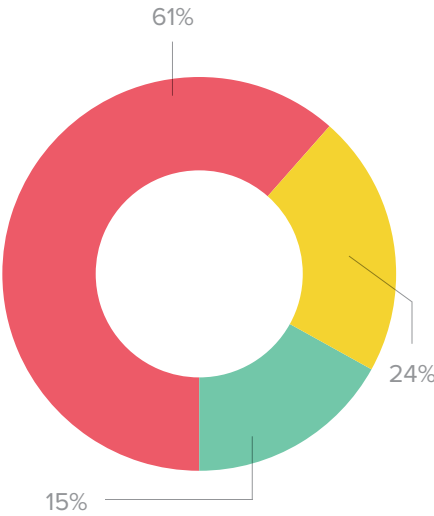
Income NDF Global 2012 - 2015



- Annual Giving **\$7,956,527**
- Events **\$4,465,496**
- Other Income **\$225,968**

**Total \$12,647,991**

Expenditure NDF Global 2012 - 2015



- Program **\$3,796,278**
- Fundraising **\$1,527,494**
- General & Admin **\$961,836**

**Total \$6,285,608**





# Our Team & Volunteers

The staff here at the NDF is an extraordinary group of individuals who have made it their life's work to transform the future of our world by giving children the opportunity to become the doctors, politicians, parents, athletes and champions that our society needs to flourish.

Our team deeply believe that the world can be a better place. We yearn for peace between nations, for the end of hunger, for the laying down of arms and the picking up of the tools of brotherhood and peace: stethoscopes, hammers, pens, textbooks, *tennis rackets*. This world needs engineers, teachers, architects, farmers, thinkers, visionaries and healers. The only way the children of today are going to step into the crucial roles of peacemakers and peacekeepers tomorrow is if they receive an education. Now. Today. The need is real and it is urgent.

Which is why the NDF exists. So that the millions of preschool aged children globally who are without access to early, quality education can dream. So that, in time, their families can deliver themselves from poverty and hardship and, in taking a deep breath, taste the sweet air of relief. So that the landscape of their hope need not fade into nothingness, but become sharp and vivid; an entire world of dreams made real enough to leap into, heart first.

And these folks are making it happen. We'd like for you to meet them.



## US Board of Directors



**Novak Djokovic**



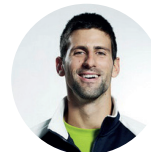
**Jelena Djokovic**



**Ryan Tarpley**



## UK Board of Directors



**Novak Djokovic**



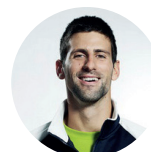
**Jelena Djokovic**



**David Lumley**



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**Ljiljana Mandrapa**  
TRANSLATOR



## VOLUNTEER SPOTLIGHT

# Sanja Milošević



Sanja, 24, a native of Belgrade, is in her final year of university at the Faculty of Political Sciences, studying Social Policy and Social Work. Bright and friendly, Sanja enjoys spending time in nature, exploring diverse cultures, and meeting new people.

Speaking of her time volunteering with the NDF, Sanja says,

**“Volunteering for the Novak Djokovic Foundation has helped me to develop a strong sense of responsibility, and has been both challenging and rewarding. I’ve enjoyed applying the practical knowledge I’ve gained**

**from study while doing what I could to benefit our most vulnerable and precious members of society: our children. Helping where I can, contributing to the NDF in my spare time and interacting with kids is deeply satisfying. It’s a great privilege to be a part of the NDF team. Everyone I’ve worked with has been truly dedicated and really wants to make these kids’ dreams come true. It’s especially rewarding to work alongside others who share the same core values and beliefs as I do, and an incredible opportunity to learn from one another as we work collectively to improve children’s lives. I wouldn’t trade the experience for anything.”**

## VOLUNTEER SPOTLIGHT

# Mina Velimirović



Mina, 21, is a third-year student of Psychology at the University of Novi Sad. Mina is passionate about early education and especially valued her time volunteering at our third annual Friendship Games. Recalling her time at the camp, she says,

**I have the most wonderful memories of my time there. During the six days of camp I met some great people; other volunteers, staff, but above all, incredible kids. I had the opportunity to work closely with them, and I realized, that we have so much we can learn from our youngest citizens, if we take the time to be with them. I am so looking forward to returning to next year’s Friendship Games.”**





memorable  
moments  
in 2016

# Novak's Visit to Melbourne City Mission

The Melbourne City Mission, Melbourne's oldest charity, is working towards ending disadvantage and improving lives. One of their many outreach programs focuses on children, and is specifically designed to benefit youngsters and their families through a network of services and facilities that offer high-quality preschool and kindergarten programs at affordable and subsidized rates.

On February 1st, 2016, following his Grand Slam victory at the Australian Open, Novak Djokovic visited the Braybook Early Learning Centre, a facility run by the Melbourne City Mission, to mark the NDF's donation of \$20,000 to the organization. The donation will support their efforts to help Australia's youngest, most vulnerable citizens to receive a high-quality education in a safe and stable environment.

Novak enjoyed his time with a lively group of kids, and was welcomed by the Melbourne City Mission Interim CEO, Liz Bishop, who said, "Early support for children and their families who are experiencing poverty, homelessness, social and cultural disconnection, serious health issues or other disadvantages makes the biggest difference to a child's long-term opportunities in their school years and later life."

## \$20,000

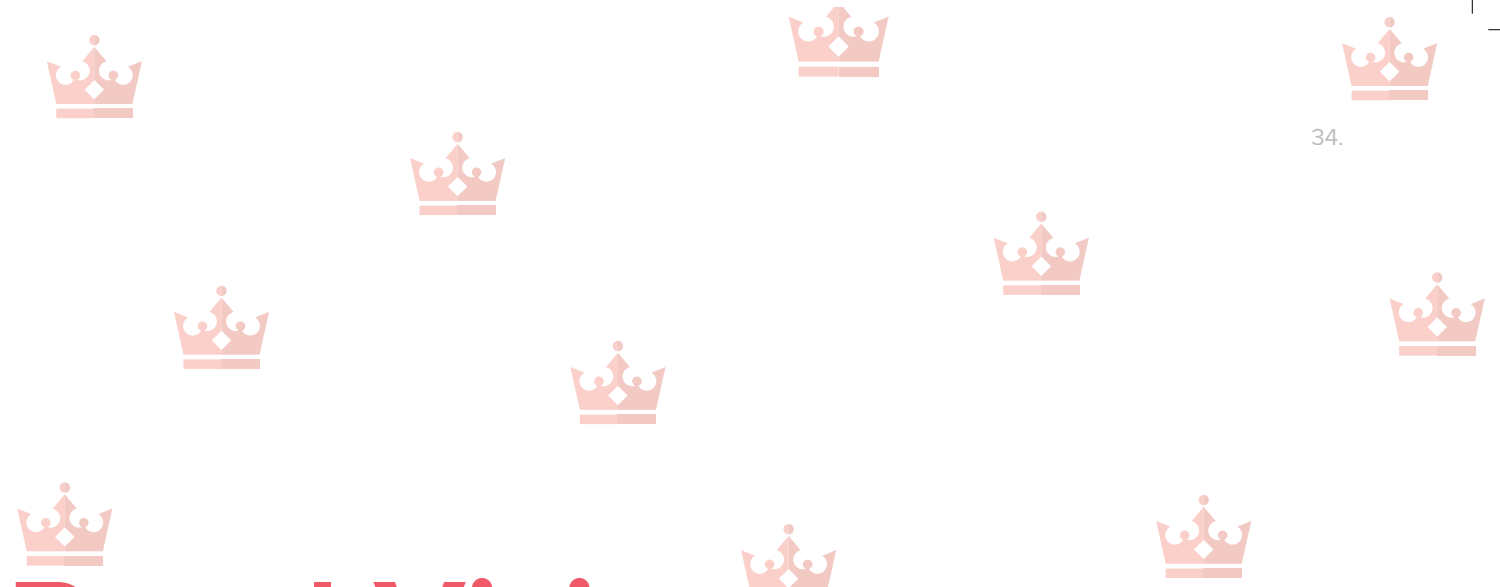
The Novak Djokovic Foundation donated \$20,000 to the Braybook Early Learning Centre.







memorable  
moments  
in 2016



# Royal Visit to Family Outreach

In partnership with UNICEF and the Serbian Ministry of Labor, Employment, Veteran and Social Affairs, we were honored to host Her Royal Highness the Duchess of Cornwall at The Center for the Protection of Infants, Children and Youth as part of her visit to Serbia on the 16th of March, 2016.

400

Her Royal Highness the Duchess of Cornwall, spent time with over 400 families.

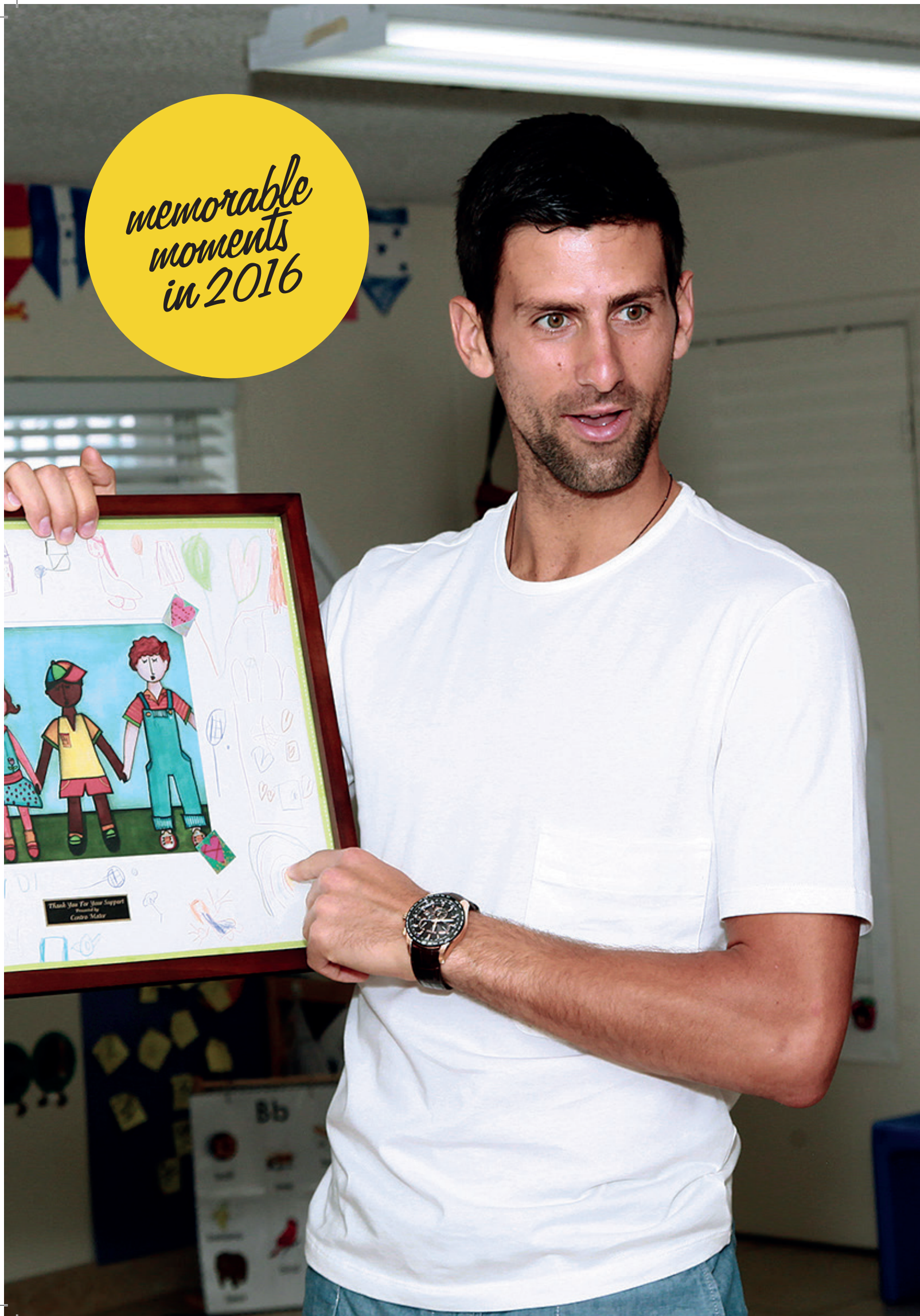
Her visit was one of tremendous importance and significance, as it signaled the global relevance of the Family Outreach Worker initiative, a program that endeavors to empower families enduring periods of hardship so that their children, particularly children under three years of age, can stay out of institutionalized care and remain, whenever possible, with their families.

Her Royal Highness viewed an emotional video message of thanks from Novak Djokovic, thanking her for her visit, and was met by our Global CEO, Alberto Lidji, and Michel Saint-Lo, the Serbian UNICEF representative. She was able to spend time with a few of the over 400 families who have benefited from the support of the Family Outreach Worker project, and witnessed first-hand the benefit these individuals have enjoyed from being able to keep their family units intact.





memorable  
moments  
in 2016



## Novak's Visit to Centro Mater

On March 28th, 2016, Novak Djokovic visited Centro Mater Child Care Services in Miami, Florida, a facility that provides full-time care for children between the ages of 6 weeks and 5 years, and after school care and summer camps for children between the ages of 5 and 12, regardless of their socio-economic status. Centro Mater serves 1,200 children annually. Their high quality after-school and full-day summer camp activities are primarily for at-risk, low-income children, (5% of which are children with disabilities), promoting academic achievement, healthy lifestyles and social skills. Our mission of empowering children everywhere, regardless of their economic status, and of offering high-quality education to preschool aged children aligns strongly with Centro Mater's long held tradition of serving their community in positive and essential ways.

We were proud to donate \$20,000 to the facility, and Novak's visit to mark the event was one of joy and community. Octavio Verdeja, Jr., Foundation Chair of Centro Mater said, "This donation will make a huge difference in [children's] formative years during which self-confidence, creativity, and motivation are developed."

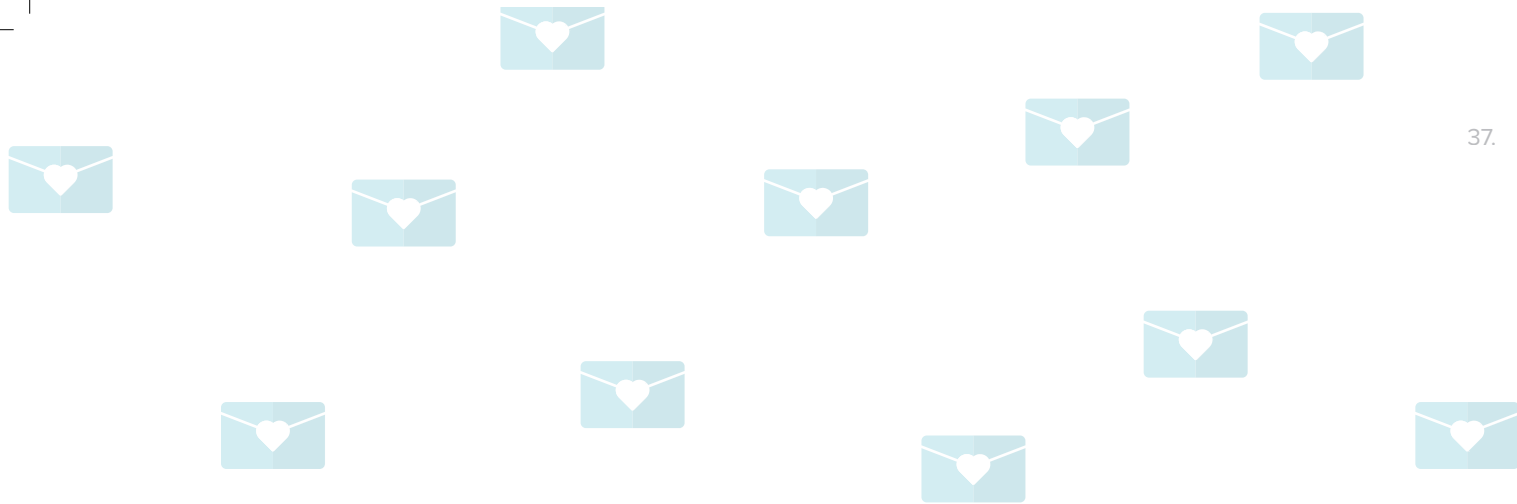
## \$20,000

The Novak Djokovic Foundation donated  
\$20,000 to the facility.

With these funds, children who might otherwise not have been able to attend a summer camp, and who would have instead remained at home while school was not in session, will now benefit from high quality educational activities throughout the summer months. We know that these kids' lives will be dramatically improved because of Centro Mater's programs, and we were privileged to contribute to such a meaningful and valuable cause.







# Thank You.

We are ever so grateful to all of our donors and volunteers. Your support of the Novak Djokovic Foundation is invaluable and throughout the years you have made it possible for us to transform the lives of thousands of children. Without your philanthropic generosity none of this would be possible and we sincerely thank you. This Donors Report showcases much of our work and we hope it will encourage you to find out more about our Foundation and to join us on this noble cause in support of early childhood education and development. We look forward to your continued support.



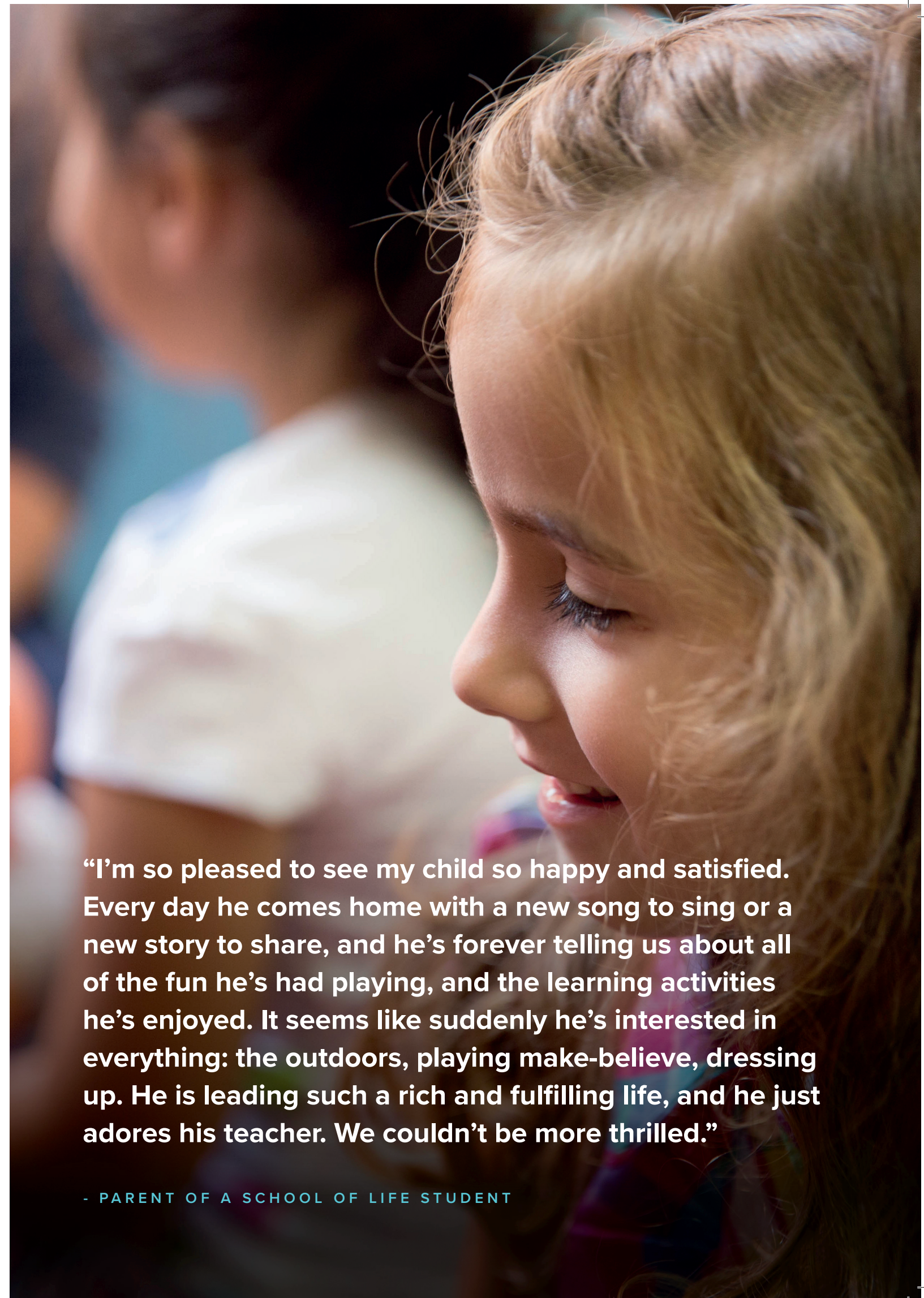
## DONOR SPOTLIGHT

**Marijana Kolak**

"I'm proud to support the Novak Djokovic Foundation and the great work they do. Having been born in Novi Sad, Serbia, I know first-hand the challenges facing my home country. I was fortunate to have a loving family which prioritised education early in my life and always believed in me. Without that, I would not have had confidence to leave Serbia on my own as a teenager and persevere on a journey that led me to Harvard Business School and a successful career in consulting and private equity. The preschool participation rates in Serbia are extremely low, particularly within most disadvantaged segments of society, and I have been truly heartened to see the Novak Djokovic Foundation establish new preschools, provide high quality teacher training and, generally, support those young children who don't have the opportunities I had as a child. The Foundation has given me flexibility to support a specific programme, and 100% of my donation has gone to transform an abandoned building in the village of Donja Toplica into a fully equipped preschool, which will make a lasting impact not only on the generations of children attending but on the community as a whole. I sincerely hope you will join me in supporting the work of the Novak Djokovic Foundation as well!"

**"I'm so pleased to see my child so happy and satisfied. Every day he comes home with a new song to sing or a new story to share, and he's forever telling us about all of the fun he's had playing, and the learning activities he's enjoyed. It seems like suddenly he's interested in everything: the outdoors, playing make-believe, dressing up. He is leading such a rich and fulfilling life, and he just adores his teacher. We couldn't be more thrilled."**

- PARENT OF A SCHOOL OF LIFE STUDENT





FUNDRAISING & DONATING

# Ways of Giving

There are so many ways for you to get involved; there are so many avenues, both narrow and wide, that will enable you to contribute to our world's greatest mission, and our planet's most sacred duty: to care for our children.

Do you have the gift of the gab? Talk about us to your friends, your colleagues. Help spread our mission. Who knows what blazing fire the tiny spark of your words might start?

Consider asking your employer to match tax-deductible contributions right from your paycheck. Your donation could be doubled or even tripled!

Are you a go-getter with a platform? Fundraising is a powerful way to generate necessary resources that will be used for amazing programs and life-changing services. Our goal for the next few years is to ensure that the foundation has the financial means to be which is why we are focusing on building up an endowment fund. A contribution to this fund is a direct

## 2030

By 2030, our goal is for every preschool aged child in Serbia to have access to a quality early education.



contribution to the future security of the foundation, and directly aides us in our mission to ensure that every preschool-aged child in Serbia has access to an early education by 2030.

Have an excess of school supplies or warm winter clothing for children? We appreciate and value gifts in kind, which may also be tax deductible. Get in touch; we want to hear your ideas and thank you for your vision.

Are you establishing your will or trust? The Novak Djokovic Foundation would use any funds entrusted to us to change lives for the better and directly affect the future of our world in positive and powerful ways.

**The possibilities are endless.**  
**Join us!**

*"No act of kindness, no matter how small, is ever wasted."*

*- Aesop*





## CASE STUDY

# Merosina

**The Ilic family live in a rural village outside of Merosina.**

They are a farming family, with three small children, and their income is inextricably connected to the temperament of the seasons. If the harvest is good, the Ilics are able to breathe a sigh of relief; for the next few months, at least, there will be plenty of food and perhaps, some new shoes for the children. But as so many of those who live off the land know, harvests aren't always good. There are lean months, difficult years. There are evenings spent ciling accounts, brows furrowing. Prayers for a mild summer. Hope for a more secure future. And through it all, the bonds of love that bring a family together, through times of plenty and times of want, unite mothers and fathers to their children, and children to their parents.

That love, that invaluable bond, is abundantly evident in the Ilic family, a certainty whatever the weather. When they learned that the Novak Djokovic Foundation had opened a School of Life facility in Merosina, Milica was quick to enroll her oldest child, Mateja, who was four at the time, no matter that it required a walk of several miles there and back and there and back again. "Nothing is too difficult," she explains,



Merosina

**"I'm grateful my children have the opportunity to receive a proper education in their early years and to play and enjoy learning with their friends. The smiles on their faces as we enter preschool and the things they have learned, experienced and discovered so far, are worth every mile we walk daily."**

And Mateja, she tells us, has thrived as a student. When we first meet him, he is busy at school, and he eagerly invites us to take a look at what he's been working on. *"I'd like to show you what I can do with*





*Lego*”, he says, smiling shyly. The rest of his class soon gathers around him, wondering what he will make this time.

*“He plays with blocks every day”*, his teacher Danijela explains, smiling.

**“And other children are so fond of watching his creativity and imagination in action. Mateja is really quite incredible. He experienced the joy of playing with blocks for the first time when he started here. Yet he was able to build amazing things, such as a pirate ship, right from the start.”**

As Mateja plays, his curiosity and excitement is infectious, it is clear that nothing in the world matters more to him in this moment, and his face is lit with the pure delight of play and camaraderie. Later, at home with the Ilic family, we mention Mateja’s love of

Legos to Milica, and wonder about her memories of that first day. She smiles, and easily recalls the afternoon she came to the School of Life to take Mateja home for the first time.

**“I’ve never seen him so happy. He took me by the hand and led me to the shelf where the teacher had exhibited the ship he made. He was so proud. And we are very proud of him.”**

Nearly a year and a half has passed since the opening of the kindergarten in Merosina, and the Ilic’s three-year-old daughter, Marijana, has also become a student there. In time, they tell us, their youngest, who is still an infant, will also attend.

**“Spending time in kindergarten isn’t just beneficial for children”, Milica adds. “It means a lot to parents as well. Otherwise, I wouldn’t be able to fulfil all of my duties at home. It’s important to all of us.”**

The Ilic family have begun to rely on the stability of the Merosina School of Life. It is a relief, they say, to know that their children are receiving the very best start in life, and that they will have more opportunities available to them as they grow because of both the academic foundation they are receiving and the social skills they are learning as preschoolers.

If we can provide access to high-quality schools for children beginning at three or four years of age, and create the best possible learning environment for them, then all children can develop their hidden talents, reach their full potential, and become winners in any field. A four-year-old given a chance to build with blocks may well one day be a forty-year-old with the skills and training needed to build bridges and communities.

Let’s give these children a chance to become the incredible people they were born to be. The possibilities are limitless.







**“We feel empowered.”**

- PARTICIPANT OF A SCHOOL OF LIFE TEACHER-TRAINING SEMINAR

*Thank You*

[WWW.NOVAKDJOKOVICFOUNDATION.ORG](http://WWW.NOVAKDJOKOVICFOUNDATION.ORG)